



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

## Contract # 198188

<b>Schedule Dates</b>	10/10/12-10/16/12	<b>Date Entered</b>	10/09/12
<b>Advertiser</b>	Romney/P/R (15707)	<b>Last Modified</b>	10/10/12
<b>Agency</b>	American Rambler Production (5128)	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Romney for President (67445)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Kircaid, Stephanie	<b>Package Deal</b>	
<b>Phone/Fax</b>	(202) 567-6193 /	<b>Commission %</b>	15.00
<b>CPE</b>	ROMNEY/498 10/10-10/16/12	<b>Commission</b>	\$29,598.75
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$167,726.25
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>			

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	114	\$197,325.00
<b>Grand Total:</b>	<b>114</b>	<b>\$197,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	9P- ABC-ABC NEWS		1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/9/12
2.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
3.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:35P- ABC-ABC NIGHTLINE						1				\$1,000.00		WJLA Arlington (WJLA)		10/9/12
3.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	
4.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	10:01P- ABC-CASTLE		1							1	\$5,500.00	\$5,500.00	WJLA Arlington (WJLA)		10/9/12
5.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	7:57P- ABC-DANCING WITH THE STARS RESULTS			1						1	\$8,500.00	\$8,500.00	WJLA Arlington (WJLA)		10/9/12
6.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	7:57P- ABC-SHARK TANK						1			1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/9/12
7.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	9:01P- ABC-WHAT WOULD YOU DO?						1			1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/9/12
8.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10P- ABC-20/20						1			1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		10/9/12
9.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							2		2	\$250.00	\$500.00	WJLA Arlington (WJLA)		10/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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American Rambler Production  
138 Conant Street  
Beverly, MA 01915

**Contract # 198188**  
**Schedule Dates** 10/10/12-10/16/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kircald, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 114  
**Rate** \$197,325.00  
\$197,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / COLLEGE FOOTBALL	10/13/12-10/13/12	4	:30	11:58A- SPORTS-ABC COLLEGE FOOTBALL DOUBLEHEADER							2		2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/9/12
11.0	Normal Line / AUTO	10/13/12-10/13/12	4	:30	7:28P- SPORTS-ABC CAR RACING PRIME							3		3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/9/12
12.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	12:35A- CASTLE							1		1	\$225.00	\$225.00	WJLA Arlington (WJLA)		10/9/12
13.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$650.00	\$650.00	WJLA Arlington (WJLA)		10/9/12
14.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
15.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9A- INSIDE WASHINGTON							2		2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		10/9/12
16.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		10/9/12
17.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT							2		2	\$1,000.00		WJLA Arlington (WJLA)		10/9/12
17.0.1	Closed Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
17.0.2	Closed Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
18.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							2		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12

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**Advertiser** Romney/P/R (15707)  
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**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2012	114	\$197,325.00
<b>Grand Total:</b>	<b>114</b>	<b>\$197,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6:58P- ABC-AMERICA'S FUNNIEST HOME VIDEOS								2	2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/9/12
20.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9P- ABC-REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/9/12
21.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
22.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2						4	\$650.00	\$2,600.00	WJLA Arlington (WJLA)		10/9/12
23.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	10A- RACHAEL RAY		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		10/9/12
24.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	10:58A- ABC-THE VIEW		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12
25.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
26.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	12:57P- ABC-THE CHEW		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/9/12
27.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	2P- ABC-GENERAL HOSPITAL		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/9/12
28.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	3:01P- ANDERSON COOPER SHOW		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
29.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	3:58P- KATIE COURIC		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12

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**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
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Oct. 2012  
Grand Total:  
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**Rate** \$197,325.00  
\$197,325.00

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30.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1							2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/9/12
31.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2	2							4	\$1,500.00	\$6,000.00	WJLA Arlington (WJLA)		10/9/12
32.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
33.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
34.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
35.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
36.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	10A- RACHAEL RAY					1	2			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		10/9/12
37.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	10:58A- ABC-THE VIEW					2	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/9/12
38.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA					3	3			5	\$650.00	\$3,250.00	WJLA Arlington (WJLA)		10/9/12
38.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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**Net Total** \$167,726.25  
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**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						1	1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
40.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						1			1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/9/12
41.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	12:57P- ABC-THE CHEW						1	1		2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/9/12
42.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	12:57P- ABC-THE CHEW						1			1	\$700.00	\$700.00	WJLA Arlington (WJLA)		10/9/12
43.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	2P- ABC-GENERAL HOSPITAL						1	1		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/9/12
44.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	2P- ABC-GENERAL HOSPITAL						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
45.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	3:01P- ANDERSON COOPER SHOW						1	1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
46.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	3:01P- ANDERSON COOPER SHOW						1			1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/9/12
47.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	3:58P- KATIE COURIC						1	1		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/9/12
48.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	3:58P- KATIE COURIC						1			1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/9/12
49.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						1	1		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/9/12

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**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
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**CPE** ROMNEY/498 :10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

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**Rate** \$197,325.00  
114 \$197,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
50.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/9/12
51.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P					2	2			4	\$1,500.00	\$6,000.00	WJLA Arlington (WJLA)		10/9/12
52.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2					2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/9/12
53.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P					1				1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
54.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
55.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/9/12
56.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	11:35P- ABC-ABC NIGHTLINE					1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
57.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12
58.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/9/12

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Date:

Comments:

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WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

# Contract # 198188

**Schedule Dates** 10/10/12-10/16/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/498 10/10-10/16/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/09/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$29,598.75  
**Net Total** \$167,726.25  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012  
**Spots** 114  
**Rate** \$197,325.00  
**Grand Total:** 114 \$197,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
59.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A					1	1			2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/10/12
60.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		2	1						3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/10/12
61.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	9A- LIVE!					1	1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/10/12
62.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	9A- LIVE!		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		10/10/12
63.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE					1	1			1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)	No Avail/Exception -	10/10/12
63.0.1	Preempt	10/11/12															WJLA Arlington (WJLA)		
64.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	7:27P- JEOPARDY					1	1			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
65.0	Normal Line / SPOT	10/15/12-10/16/12	4	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/10/12
66.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	7:27P- JEOPARDY		1	1						2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
67.0	M/G For 17.0.1,17.0.2 / SPOT	10/14/12-10/14/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								2		\$2,000.00		WJLA Arlington (WJLA)		10/10/12
67.0.1	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
67.0.2	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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American Rambler Production  
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Beverly, MA 01915

# Contract # 198188

<b>Schedule Dates</b>	10/10/12-10/16/12	<b>Date Entered</b>	10/09/12
<b>Advertiser</b>	Romney/P/R (15707)	<b>Last Modified</b>	10/10/12
<b>Agency</b>	American Rambler Production (5128)	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Romney for President (67445)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Kincaid, Stephanie	<b>Package Deal</b>	
<b>Phone/Fax</b>	(202) 567-6193 /	<b>Commission %</b>	15.00
<b>CPE</b>	ROMNEY/498 10/10-10/16/12	<b>Commission</b>	\$29,598.75
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$167,726.25
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>			

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	114	\$197,325.00
<b>Grand Total:</b>	<b>114</b>	<b>\$197,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
68.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	8P- ABC-ONCE UPON A TIME	1							1	1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/10/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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Susan Petro

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**From:** Susan Petro  
**Sent:** Wednesday, October 10, 2012 10:56 AM  
**To:** 'Stephanie Kincaid'  
**Subject:** FW: Est 498

I never heard back from you on this. What I will do is reduce your frequency in the below affected areas – keeping total dollars the same. Please let me know if this is not what you want to do.

Thank you.

---

**From:** Susan Petro  
**Sent:** Tuesday, October 09, 2012 12:16 PM  
**To:** 'Stephanie Kincaid'  
**Subject:** Est 498

Stephanie:

Below are the areas that I am having issues clearing due to inventory.

10/10-10/12

- GMW at 6a 3x 600
- LIVE w/Kelly 3x 400
- Wheel 3x 3000
- Jeopardy 3x 2400
- Once Upon 2x 8000
- Revenge 2x 5000 – can clear 1x

10/15-10/16

- Wheel 2x 2200
- Jeopardy 2x 2400
- Mon Dancing 1x 8000
- Tu Dancing Res 1x 8500 – Program running 8-9p – will move there
- Private Prac 1x 7000 – Program not running – Debate – can keep spot in Debate
- 

Please let me know what you want to do. Thank you.

*Susan Petro*

Account Executive  
WJLA-ABC7  
1100 Wilson Blvd., 6th Floor  
Arlington, VA 22209  
703-236-9606 - Direct Line  
703-236-2341 - Fax  
[spetro@wjla.com](mailto:spetro@wjla.com)